

Guide Development Committee
Minutes
February 14 2018

In attendance: Brent Norsman (Chair), Marcy Huttas (Co-chair), Nicole Plecas, Michael D Lofton, Suzanne Keers, John Paige, Mike Elroy, Pamela Maass (Executive Director), Hans Kumler (SSA Program Specialist), Samantha Choudhury (SSA Program Manager).

1. WPB Ambassador Program and Policy was reviewed with the following adjustments to be made:
 - Remove “vendor” information on application and put information about the person who is applying to be the ambassador
 - Review and amend the forms and policies to remove language around safety/security/crime
 - Recirculate the survey from last year to John Paige
 - Clarify how many people we would like the ambassadors to observe during a pedestrian count
 - Ensure that ambassadors can be walking around all corridors including Western Ave
 - The committee will review all applications as they come in on case by case basis, as funding in the line item permits
 - Private security rebate will still be available but not advertised as part of this program
 - Send Elizabeth Neukrich information about other best practice Ambassador programs around the country to assist with preparation of her press release
2. Focus for GD Committee going forward should be on:
 - Promoting our small businesses and looking at attraction and retention strategies – with a particular focus on our fashion and independent stores
 - Look at exploring a window display/Visual Merchandising training session with our vendors
 - Review the rent assistance and legacy lease policy that is being prepared by the City
 - Explore how we can support more affordable housing development in WPB
 - Explore zoning overlays for our business districts